Amy HUANG

Chief, Digital Products & Platforms Practice

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Profile

Amy Huang is the Chief of the Digital Products & Platforms Practice at the NUS-ISS. With over twenty years of experience across diverse industries in Asia and North America, Amy has dedicated her career to building technology platforms that bring positive change to people's lives.

Amy came to Singapore in 2017 to join RedMart as Head of Design, where she oversaw the end-to-end grocery customer journey, as well as product design for the complex suite of technologies that seamlessly power supermarket operations. After RedMart integrated into the Alibaba family, she took the role of EVP of User Experience at Lazada, adding to her portfolio user research and product design teams driving user growth, loyalty, payment, and logistics for Lazada's ecommerce ecosystem across six countries.

Previously from the Silicon Valley, Amy has worked in technology companies and product consultancies to build delightful and efficient experiences for varied industries, including higher education, publishing, photography, travel, entertainment, and enterprise tools. Since the early days of the dot-com boom, Amy's experience and expertise have evolved alongside the online technologies and product development processes that we use every day. She has led teams and initiatives at Apollo Education Group, Blurb, Shutterfly, and the Walt Disney Company.

Amy studied Human-Computer Interaction at Stanford University, where she received a Bachelors degree in Symbolic Systems and a Masters degree in Communication: New Media Studies. She is passionate about teaching, mentoring, and fostering career communities so that we can collectively solve more meaningful problems.

Educational Qualifications

- Master of Arts in Communication (Media Studies), Stanford University

- Bachelor of Science in Symbolic Systems (Human-Computer Interaction), Stanford University

Academic and Professional Experience

- Chief, Digital Products and Platforms, National University of Singapore
- EVP of User Experience Design, Lazada
- Head of Design, RedMart
- Director of User Experience, Blurb
- Director of User Experience, Apollo Education Group
- Lead Interaction Designer, Shutterfly
- Senior Information Architect, Walt Disney Parks and Resorts Online
- Interactive Architect, V2 Consulting Group
- Information Architect, Scient Corporation
- Usability Researcher, Interval Research Corporation
- Accessibility Researcher, Project Archimedes, Stanford Center for the Study of Language and Information (CSLI)

What I Teach

DIGITAL PRODUCTS & PLATFORMS

Product Thinking for Organisations

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